#4

"60060250"

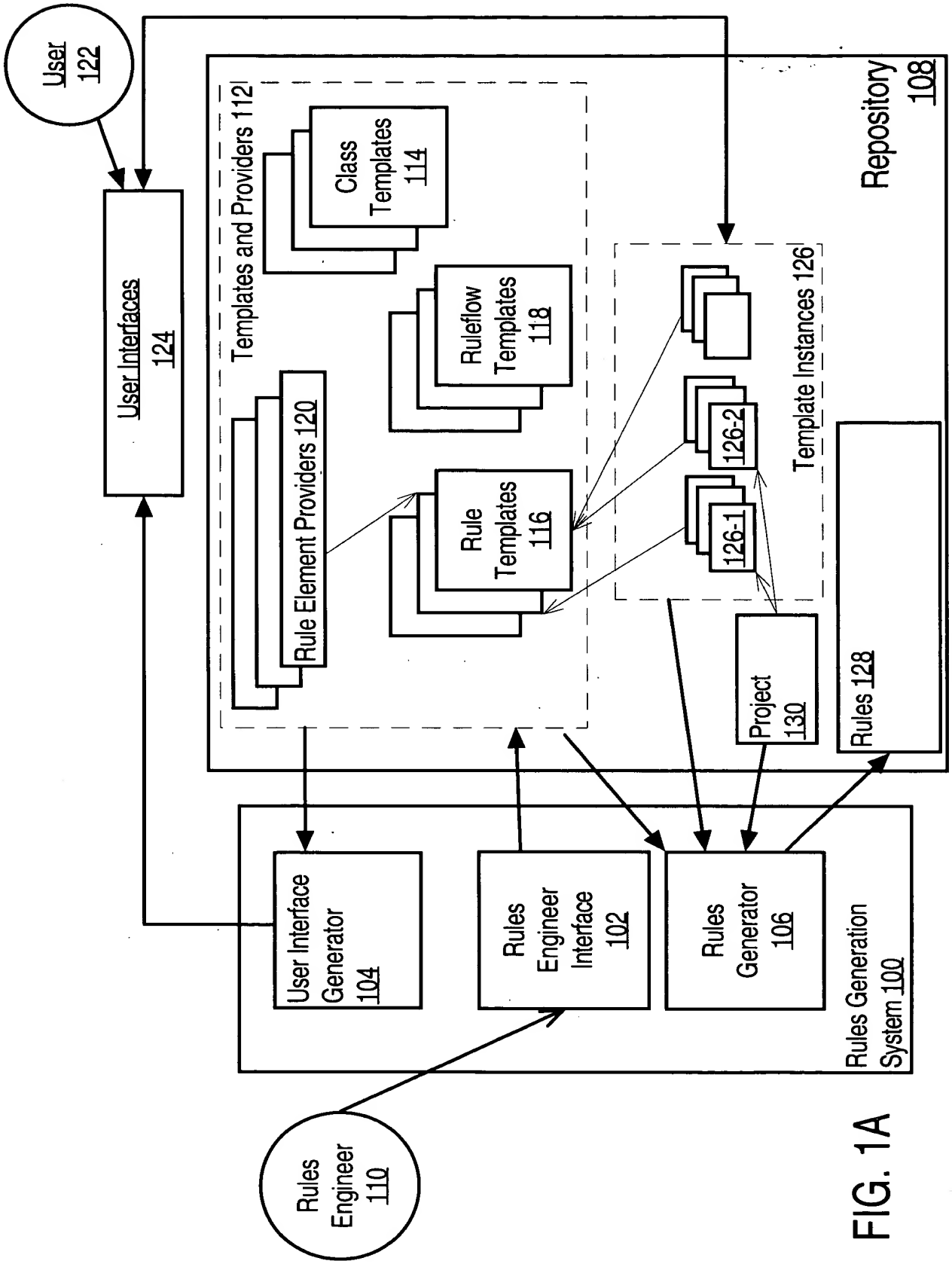

FIG. 1A

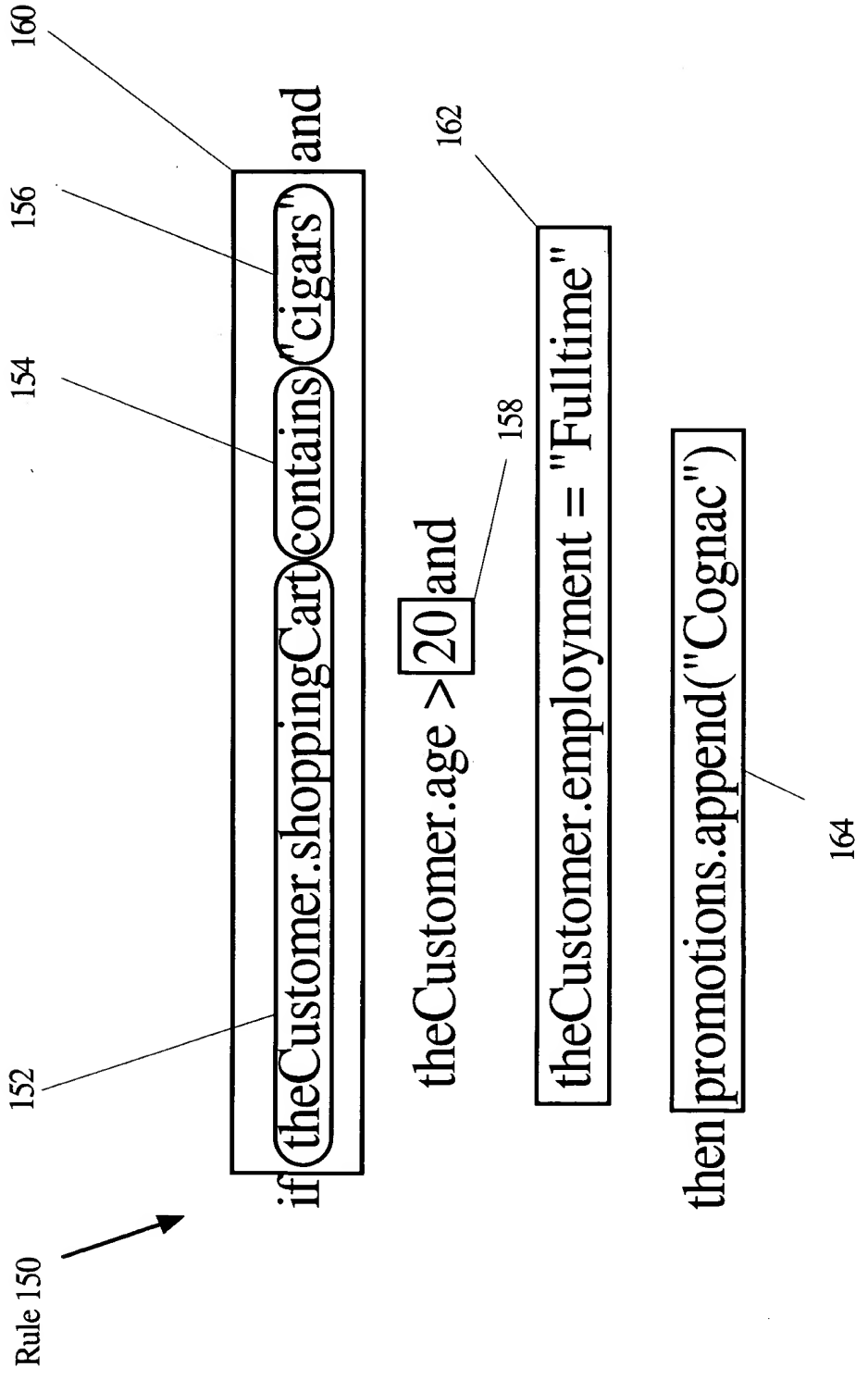
Rule 150
152
154
156
160
162
158
164
if (theCustomer.shoppingCart.contains("cigars") and
theCustomer.age > 20 and
theCustomer.employment = "Fulltime"
then promotions.append("Cognac")

FIG. 1B

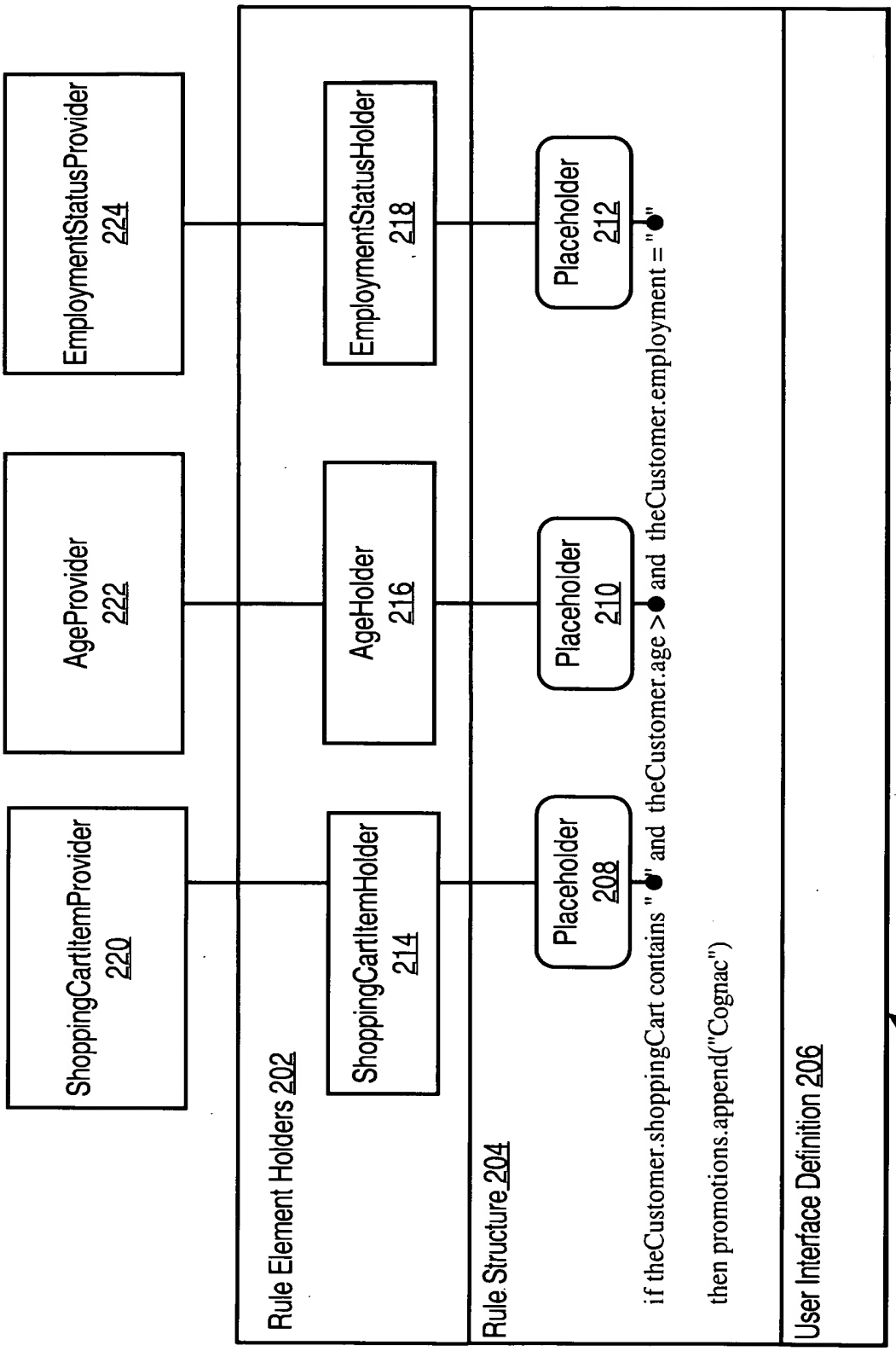
ShoppingCartItemProvider 220
AgeProvider 222
EmploymentStatusProvider 224
Rule Element Holders 202
ShoppingCartItemHolder 214
AgeHolder 216
EmploymentStatusHolder 218
Rule Structure 204
Placeholder 208
Placeholder 210
Placeholder 212
if theCustomer.shoppingCart contains "[redacted]" and theCustomer.age > [redacted] and theCustomer.employment = "[redacted]"
then promotions.append("Cognac")
User Interface Definition 206
Rule Template 200

FIG. 2

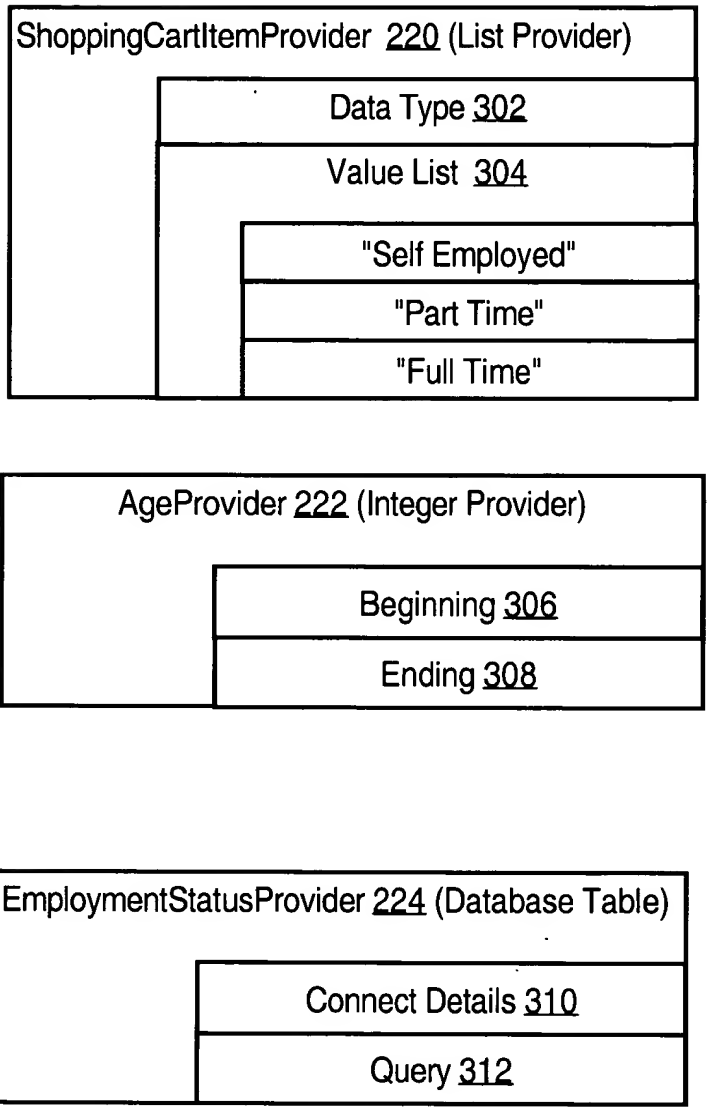

FIG. 3

60000-0014

09852609-050501

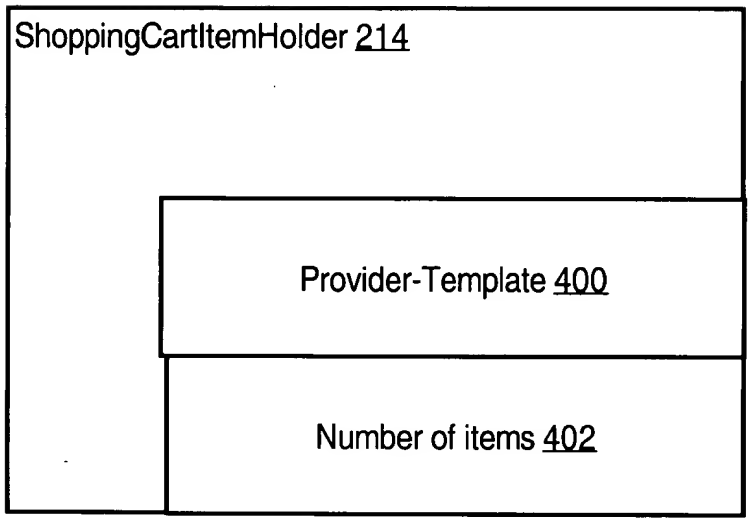

FIG. 4

Express Mail Label No. EL 707 650 954 US

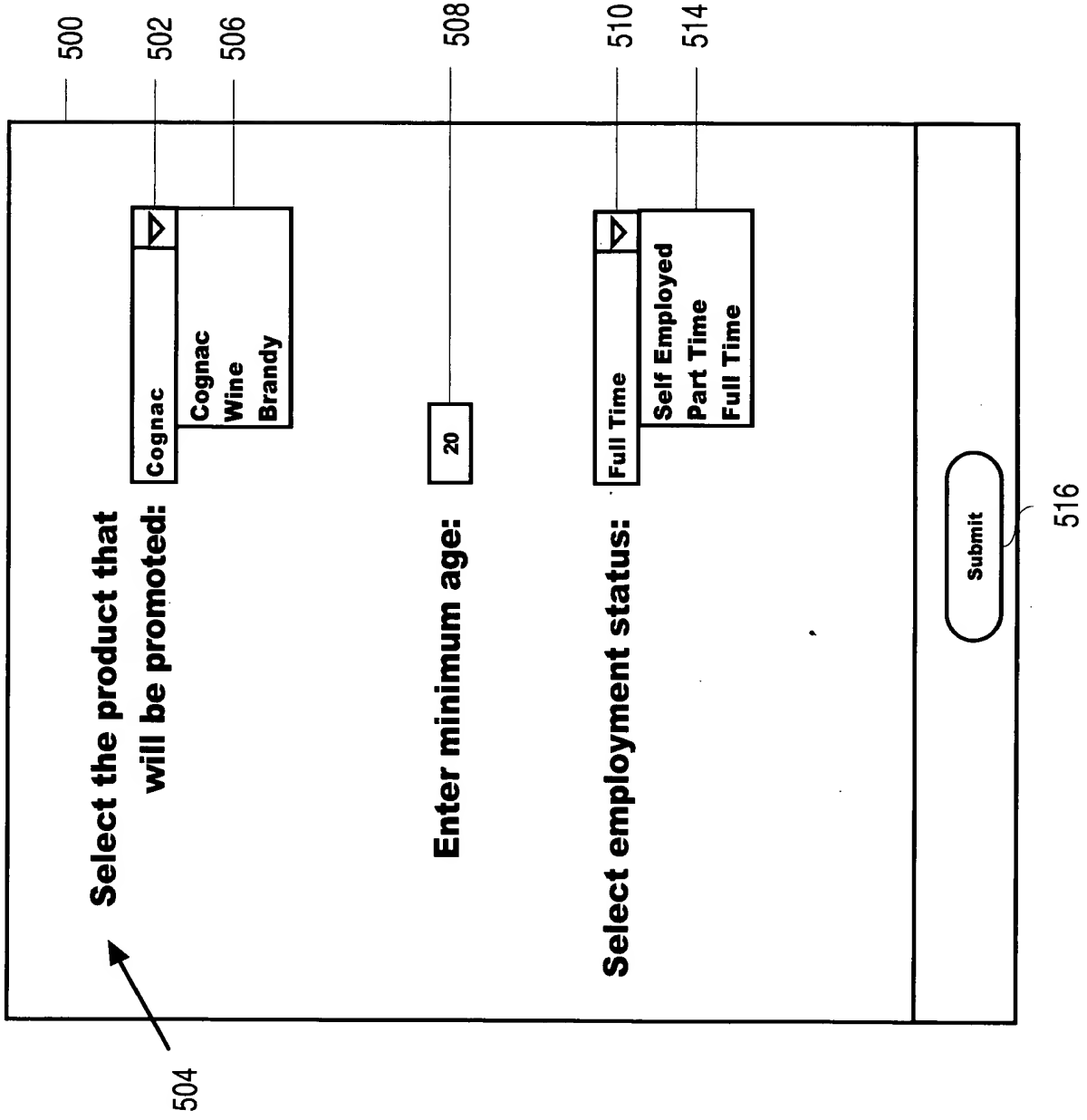

FIG. 5

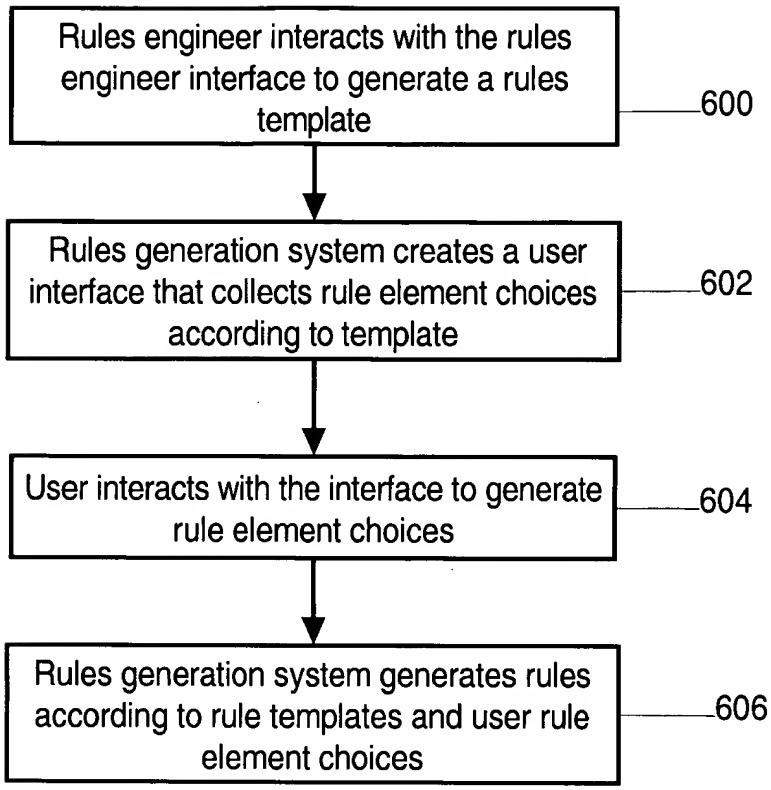

FIG. 6

0852609.051001

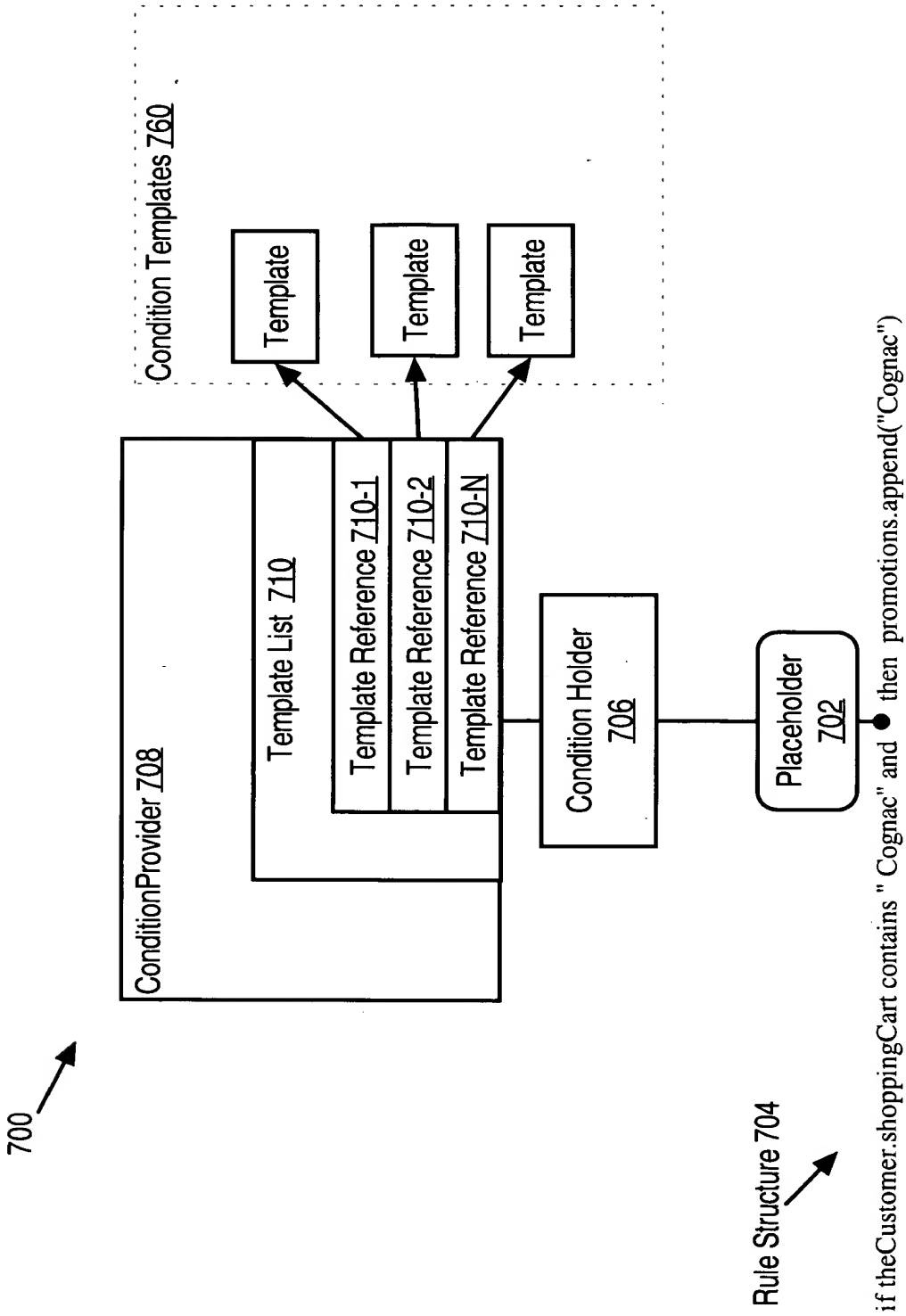
700
ConditionProvider 708
Template List 710
Template Reference 710-1
Template Reference 710-2
Template Reference 710-N
Condition Templates 760
Template
Template
Template
Condition Holder 706
Placeholder 702
Rule Structure 704
if theCustomer.shoppingCart contains " Cognac" and then promotions.append("Cognac")

FIG. 7

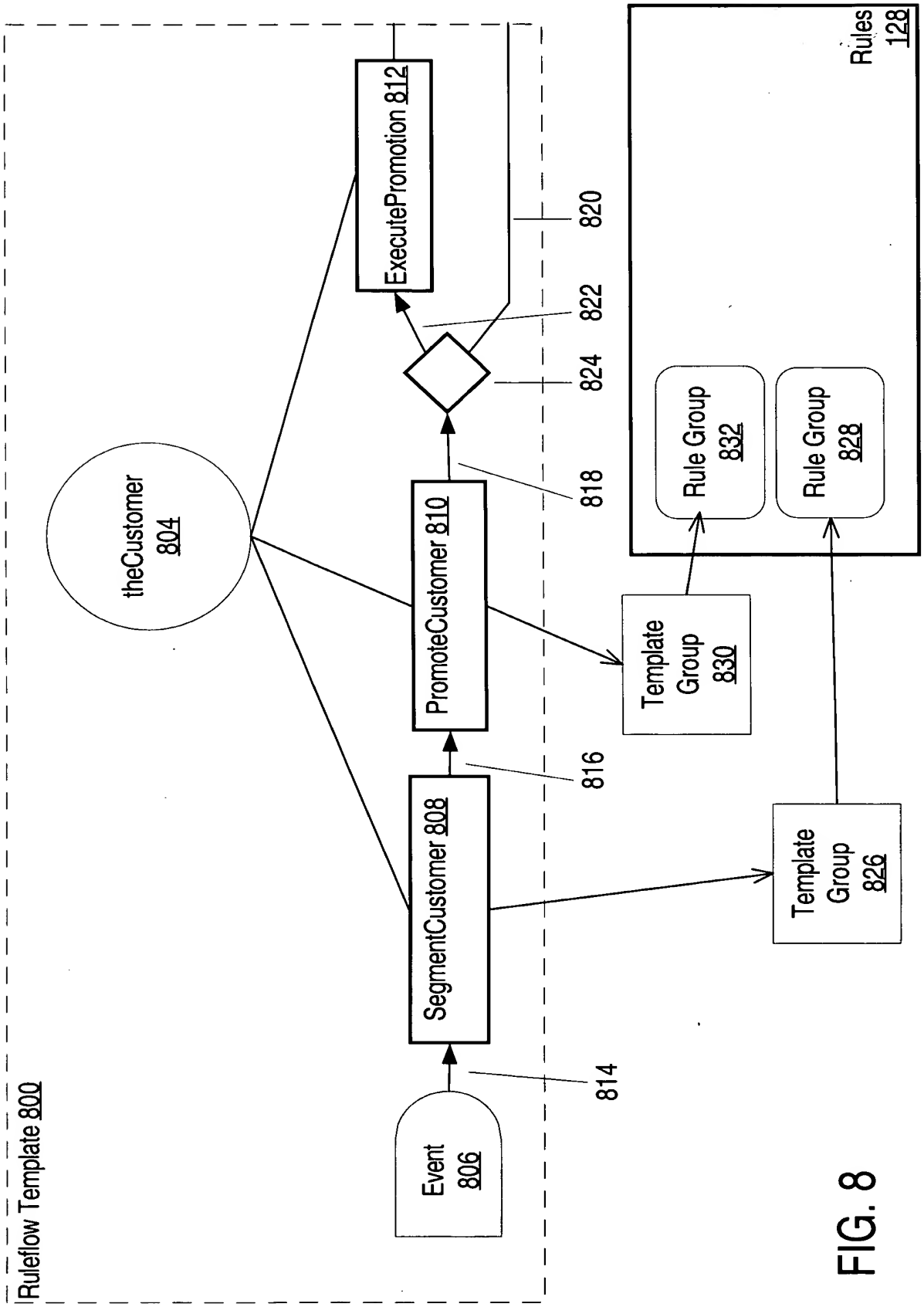
Ruleflow Template 800
Event 806
814
SegmentCustomer 808
816
PromoteCustomer 810
818
theCustomer 804
ExecutePromotion 812
820
822
824
Template Group 826
Template Group 830
Rules 128
Rule Group 828
Rule Group 832

FIG. 8

60000-0014 09852609

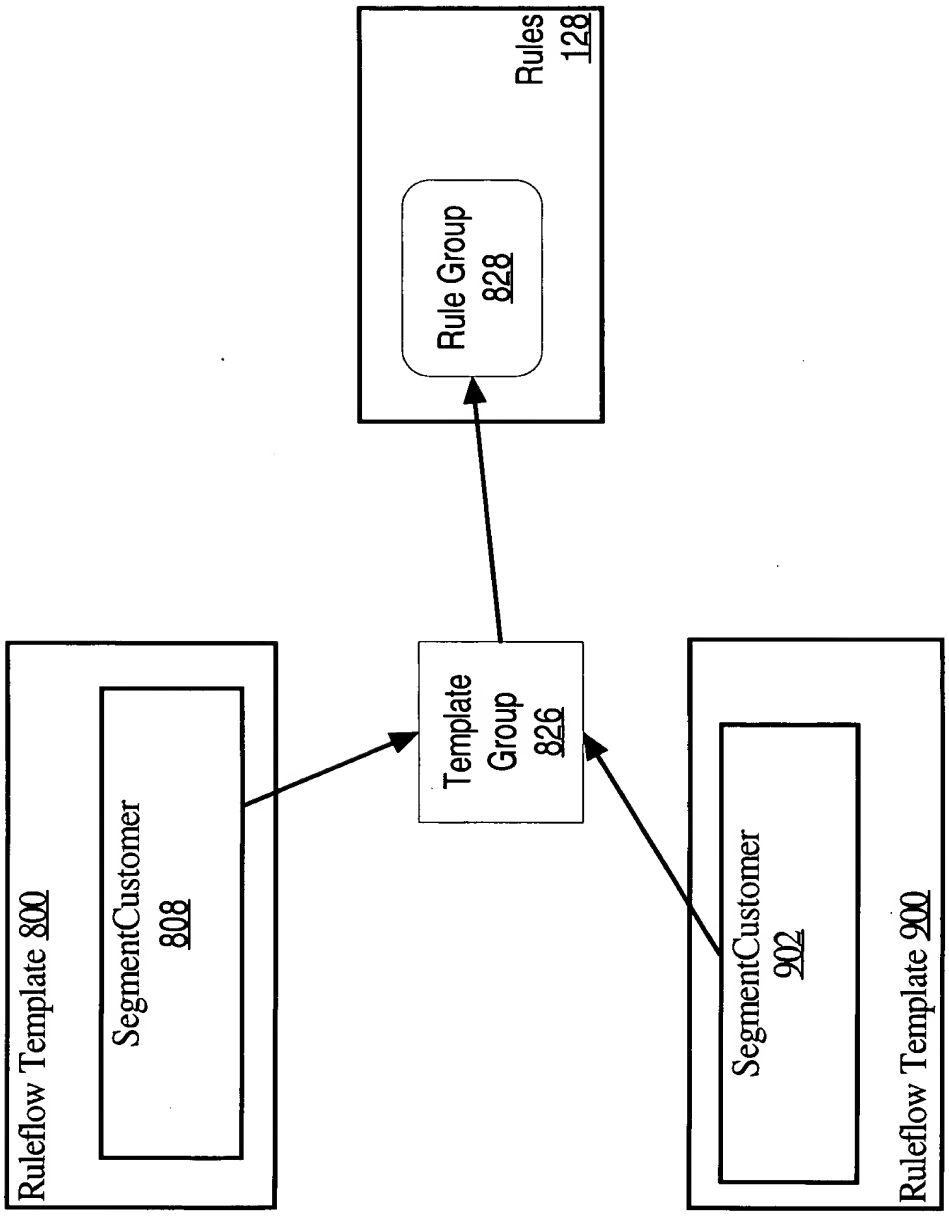

FIG. 9

1001750 - 60000-0014

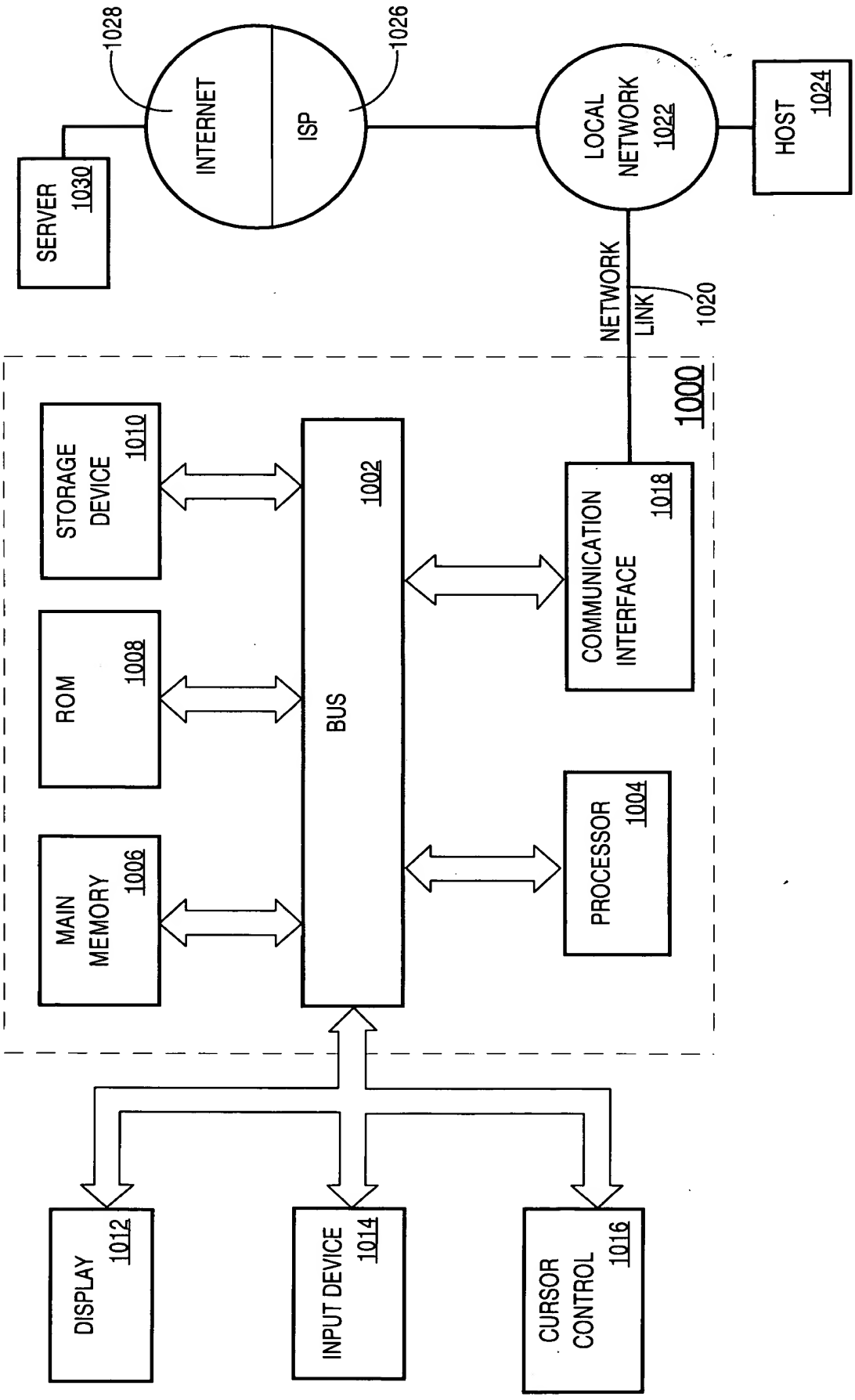

FIG. 10